



Creating Posters in PowerPoint

National Network of Libraries of
Medicine
Southeastern Atlantic Region



Purpose of a Poster

- Attract attention
- Provide a thumbnail overview
- Initiate and provide a focus for discussion



Before You Start

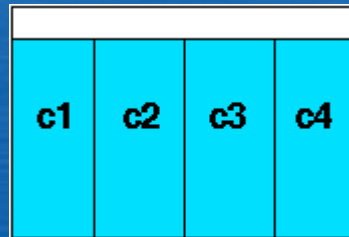
- a poster should be concise and simple; determine which 3 points you want to make
- Sort information based upon sections/headings like:

Author/Title/Affiliation	Author/Title Affiliation
Background	Introduction/Background
Methods	Process
Results	Results
Conclusions	Conclusions
Funding Source	Funding Source (if any)



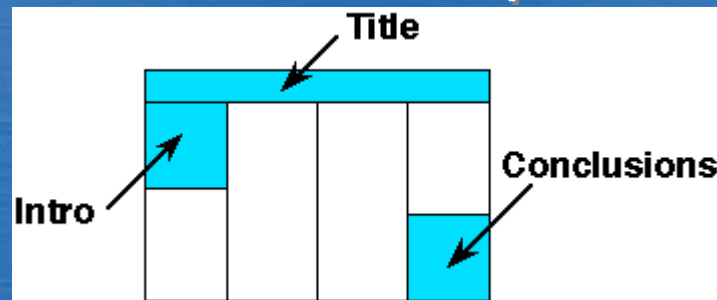
Storyboard

- Sketch the poster out
 - use index cards for content
- Arrange the contents in columns as they would be on the poster
 - use 3 to 4 columns

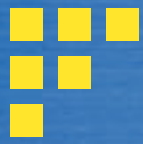


Storyboard

- Place the elements of the poster in position:

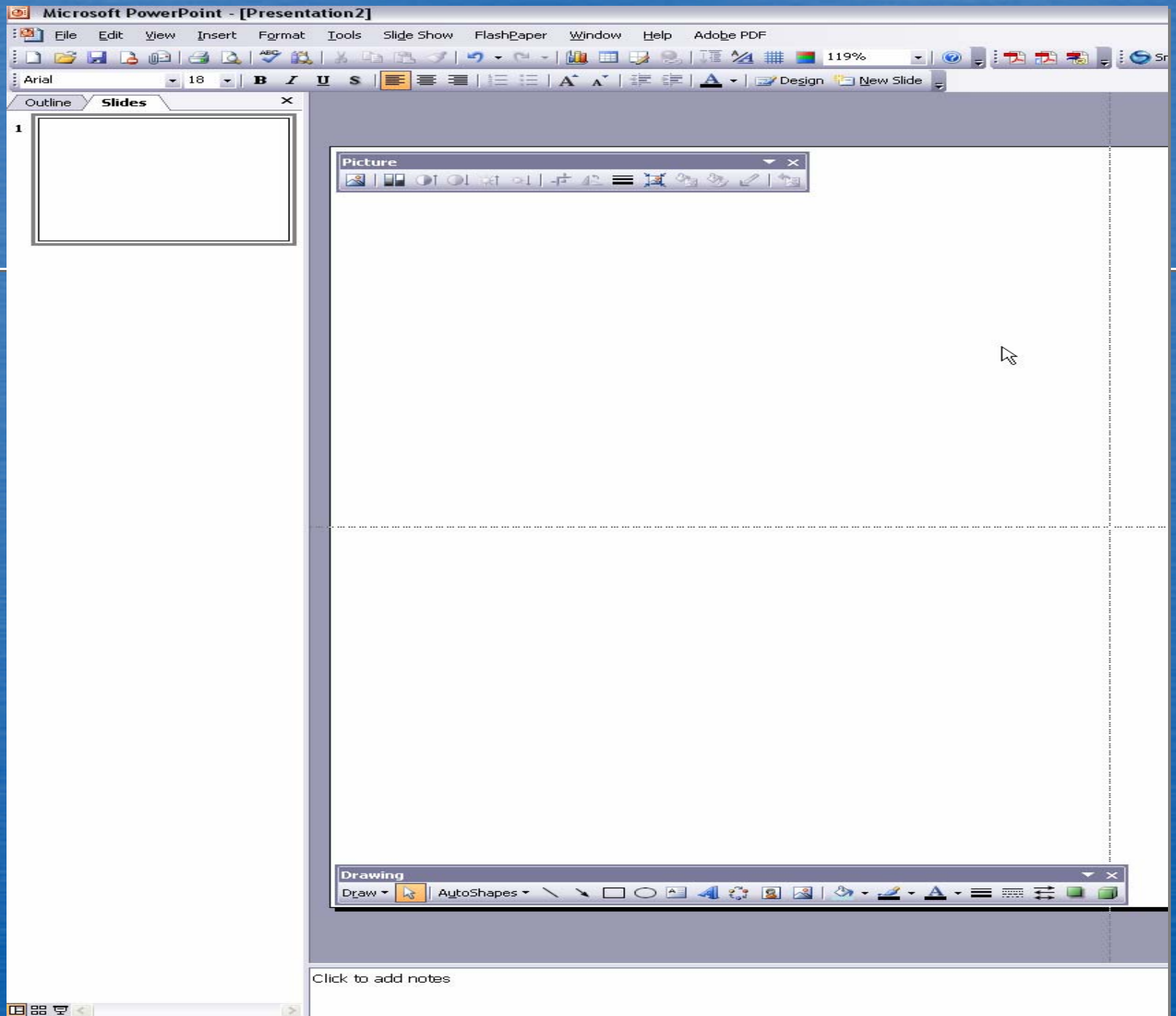


- NB: Do not feel constrained to use columns if your content supports some other arrangement; however, columns make it easy for viewers to follow your ideas.

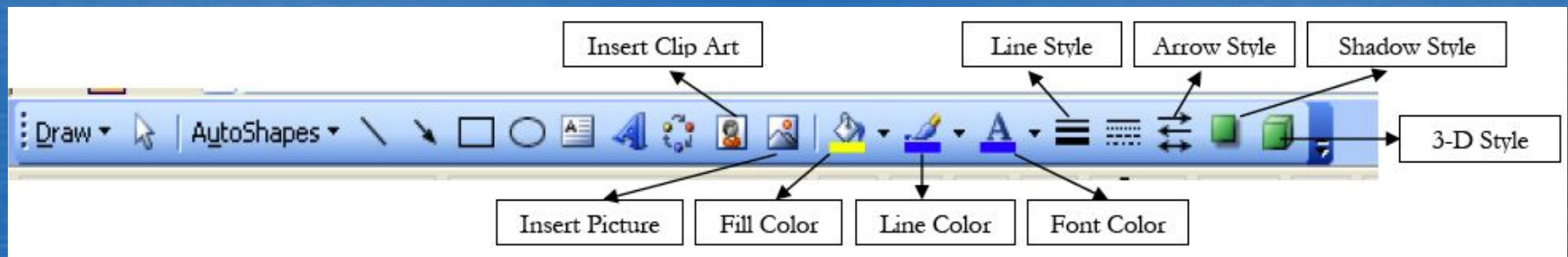


Getting Started in PowerPoint

- Chose the blank slide layout
- If the Draw toolbar is not visible at the bottom of the screen, chose “View” from the men bar and pick “Drawing” from the “Toolbars” menu. This affords an assortment of autoshapes like boxes, arrows, etc.



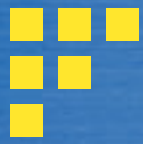
Drawing toolbar





Page Setup

- From the “File” menu, chose “Page Setup”
- For a large poster, calculate half the size of the poster. For instance an 8’X4’ poster (96”X48”) would measure 48”X24” in PowerPoint.
- Enter these measurements in the width and height boxes.
- Select “Landscape” as your preferred Orientation.
- NB: When calculating poster sizes, keep such things as poster board frames in mind. An 8’X4’ frame may have only 92”X44” of usable space.



Page Setup

Slides sized for:
On-screen Show

Width: 10 Inches

Height: 7.5 Inches

Number slides from: 1

Orientation

Slides

☐ Portrait
☒ Landscape

Notes, handouts & outline

☒ Portrait
☐ Landscape

OK
Cancel





“Halsies” Rule in PowerPoint

- PowerPoint will support only 56”X56” slides, so larger presentations must be halved and blown up by the printer
- All elements must follow this halves rule: a 14 point typeface (font) will be a 28 point typeface when printed.

$$A = A$$



Typeface Sizes

	PowerPoint	Finished Poster
Title	36-60	72-120
Subtitle (author's name, affiliation, etc.)	24-40	48-80
Body text	12-24	24-48

NB: Use typefaces and fonts sparingly.



“Halsies” Rule for Imported Items

- The “Halsies” rule applies for imported or pasted items also. Resize items to half their original size if their original size is the desired outcome.
- If you import an item without resizing it, it will blow up to twice it’s original size.
- DO NOT resize items using third party software such as Photoshop.
- Resize after importing, using PowerPoint’s own resizing tools.

Format Picture [X]

Colors and Lines | **Size** | Position | Picture | Text Box | Web

Size and rotate

Height: 1.33" Width: 1.77"
Rotation: 0°

Scale

Height: 50% Width: 50%
☒ Lock aspect ratio
☒ Relative to original picture size
☐ Best scale for slide show
Resolution: 640 x 480

Original size

Height: 2.67" Width: 3.56" [Reset]

[OK] [Cancel] [Preview]





Tips

- Use 200% zoom to see how an element will appear when printed.
- Use View->Ruler and View->Guides in order to place items on the slide.
<Ctrl>Clicking on a guide will allow you to create multiple guides for column layout. (see next slide for illustration)





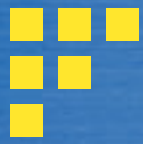
Tips

- Use drop shadows behind photos and headings to add depth (this can be found on the Drawing toolbar)
- In general, do not enlarge graphic items such as photos or screen captures
- Bulleted lists (yes, I know) are an ideal way to communicate concisely



Tips

- Use color sparingly: lighter background with dark text
- Do not use color gradients
- Tell your story using graphics: charts, photos, illustrations; use little text



Printing

- Before printing, embed TrueType fonts using the File->Save As function
- Kinkos
- <http://www.genigraphics.com> (\$.69/ft for plain paper printing)